ABSTRACT

A method and system for presenting an animated advertisement on a web page, wherein a web server obtains a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without
5 obscuring or disabling portions of the web page lying outside a boundary of those objects at any given instant of time, and downloads the web page layer to the client computer for displaying the animated advertisement content in association with the web page.